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CUBA

A Guide for
Canadian Exporters



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CUBA

A Guide for Canadian Exporters

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I. THE COUNTRY

Area and Geography

The largest Caribbean island, Cuba is located 145 km (90 miles) southeast of Florida. About 114,477 km² (44,200 square miles) in area, the country spans 1,207 km (750 miles) from east to west and between 42 and 257 km (26 and 160 miles) north to south.

As a result of a major political and administrative re-organization in 1976, Cuba is now divided into 14 provinces in lieu of the previously existing six. They are: Pinar del Rio, La Habana (Havana), Ciudad de La Habana (City of Havana), Matanzas, Cienfuegos, Villa Clara, Sancti Spiritus, Ciego de Avila, Camagüey, Las Tunas, Granma, Holguin, Santiago de Cuba and Guantánamo. The Isle of Youth, formerly the Isle of Pines, is treated as a special municipality which reports directly to the central government.

Cuba's topography is characterized by five well-delineated divisions: Oriente is high and mountainous; Camagüey has rolling, open plains; the central region is rough and broken; the regions of Matanzas and Havana are flat with occasional hills; and Pinar del Rio is dominated by a low mountain range.

Climate

Cuba's climate is subtropical, similar to but warmer than that of southern Florida. A Cuban winter's day is like a pleasant summer's day in Canada, with temperatures in the mid to high 20s. Humidity is not a factor at this time of year. A Cuban summer's day is hot and oppressive; humidity is high and temperatures vary from the mid-20s to 30s. Torrential rains occur almost daily in the summer, but provide little relief from the humidity.

Most of the rain falls during summer and autumn, while winter and spring tend to be dry. In addition, there is a possibility of hurricanes in the fall. Most business visitors go to Cuba between November and April.

Local Time

Cuba is on Eastern Standard Time, except from March to September when it changes to Eastern Daylight Time.

Population

Cuba's population is estimated at about 9.7 million (October 1981). Approximately 31 per cent of the people live in rural areas, while 69 per cent live in urban centres. City of Havana (Ciudad de La Habana) is the most populous province (almost 2 million inhabitants) followed by: Santiago de Cuba (909,000); Holguin (911,000); Villa Clara (764,000); Granma (739,000); Camagüey (664,000); Pinar del Rio (640,000); La Havana (586,000); Matanzas (557,000); Guantánamo (466,000); Las Tunas (436,000); Sancti Spiritus (399,000); Cienfuegos (326,000); Ciego de Avila (320,000); and Isle of Youth (57,000).

The City of Havana is also the capital of Cuba and its largest city (1,924,800). Other major cities, each with a population exceeding 100,000, according to October 1981 census, are: Santiago de Cuba (362,000); Camagüey (245,000); Holguin (190,000); Guantánamo (178,000); Santa Clara (175,000); Cienfuegos (102,000); and Bayamo (100,000).

The Cuban population stems from Spanish and African ancestry. Almost none of the indigenous Indian population survived Cuba's colonial period. Visitors will find Cubans affable, hospitable and ready to be of assistance.

Historical Background

Cuba was discovered by Christopher Columbus in 1492. The island was governed by the Spanish from 1511 to 1898, with the exception of the years 1762-1763 when it was under British rule. In 1898, the United States took effective control, which lasted until the Republic of Cuba was established in 1902. The Platt Amendment gave the United States considerable latitude in Cuban affairs until its abrogation in 1934. The present government dates from January 1, 1959, when the revolutionary movement headed by Fidel Castro ousted former President Batista. Castro now holds the positions of President of the Council of

State, President of the Council of Ministers, Commander-in-Chief of the Armed Forces and First Secretary of the Central Committee of the Cuban Communist Party.

Religions

Roman Catholicism is the principal religion. There are also a number of Protestant churches, including Anglican and Lutheran.

Public Holidays

National Day of Independence — January 1

Labour Day — May 1

Cuban National Day — July 26

Cuban War of Independence — October 10

The importance of the sugar harvest to Cuba's economic life, plus the desirability of cutting the cane during the months when the yield is at its highest, influence the pattern of Cuban public holidays.

Christmas has not been observed since the early 60s. The result is a longer period of fiesta both preceding and following the July 26 holiday. Businessmen are advised to avoid visiting Cuba during this period.

Standard Measurements

Metric is the official system but some liquid measuring is done in U.S. gallons. Visitors to the agricultural sector should acquaint themselves with hectares (one hectare equals approximately 2.4 acres), *caballerías* or *cabs* (one *caballería* equals 13.4 hectares or approximately 33 acres), and *arrobas* (one *arroba* equals approximately 11,34 kg, or 25 pounds).

Electrical Standards

Equipment meeting CSA standards is acceptable. Electricity for domestic use is supplied at 110 volts, single-phase, 60 cycles AC. For commercial and industrial use, it is supplied at 220 and 440 volts, three-phase, 60 cycles AC. Voltage is subject to considerable fluctuation.

Internal Transportation

Cuba is served by a number of ports, principally Havana, Santiago de Cuba, Matanzas and Cienfuegos. The Cuban railway system is extensive, with more than 14,484 km (9,000 miles) of track. A major programme is under way to upgrade the system which includes right-of-way improvement, maintenance and new investment in rolling and motor-power stock. The highway network is also undergoing expansion and improvement and is adequate for intercity freight and bus traffic. *Cubana de Aviación* operates an internal air service and *Cabotaje* operates coastal shipping facilities.

As Cuba buys on an *f.o.b. (non-stowed)* Canadian port basis (usually Toronto, Montréal, Saint John or Vancouver), the question of internal transportation is of direct interest only to the buyer (*f.o.b. non-stowed means that ownership is retained by the exporter until goods pass into the holds of a Cuban ship*). However, poor scheduling of Cuban or COMECON vessels calling at Canadian ports directly affects the Canadian exporter who has merchandise ready for shipping (see Shipping Services, Section III).

All internal transportation arrangements for business visitors are usually made by the Cuban state trading agency sponsoring the visit.

II. ECONOMY AND FOREIGN TRADE

Economic Organization

Cuba has a centrally planned economy. The body responsible for the development of both long and short-term plans is the *Junta Central de Planificación* (JUCEPLAN) which is the country's senior economic ministry. Cuba's first five-year economic development plan was launched in 1976. JUCEPLAN is also responsible for preparing annual plans and budgets based upon submissions from the various sectors of the economy which, in turn, are closely linked to economic priorities and available resources. Through this system annual import requirements are established (based on requirements set by the various end-users) in line with the financial resources available to pay for them (as determined by the central bank, the *Banco Nacional de Cuba* (BNC). Import allocations, while obviously remaining somewhat dynamic in order to react to changing circumstances, are usually approved between July and September for the following year. The various state trading organizations (*empresas*) are then authorized to issue requests for quotations (RFQs), enter into negotiations and to sign contracts based on the approved plan.

While many individual ministries and agencies have certain economic responsibilities, JUCEPLAN has central responsibility for analyzing alternatives, setting priorities, co-ordinating plans, allocating purchases between socialist and non-socialist countries, allocating budgets, and approving capital projects and major purchases of equipment. With the exception of small farms, virtually all revenue is in the hands of the state.

Principal Economic Sectors

Agriculture

Agriculture is the backbone of the Cuban economy, with sugar by far the most important component. Almost half of Cuba's total arable land 3.8 million ha

(9,389,800 acres) is devoted to the cultivation of sugar-cane, making Cuba one of the world's largest sugar producers. The 1981-82 harvest (*zafra*) totalled 8.2 million tonnes. Harvests through the 1980s should average around the 8-million tonne mark annually.

Diversification of the agricultural sector has been occurring, with particular emphasis on citrus fruit production. Other important export crops are tobacco and coffee, while substantial quantities of rice are grown for local consumption. In addition, a wide variety of fruits and vegetables are produced primarily for domestic use. Considerable effort has been devoted to the agricultural sector where the most notable progress has been made in egg production (17 million dozen in 1980) and the supply of dairy products. Meats of all kind are available only in limited quantities.

Mechanization of agriculture, particularly the cutting and handling of sugarcane, has progressed rapidly in recent years. Virtually all handling and transportation of cut cane is now mechanized, while cane combines (now being produced in Cuba) account for about 50 per cent of the cane harvested. Recent *zafra* (harvests) have employed approximately 100,000 to 120,000 fieldworkers, less than a third of those required in *zafra* of the early 1970s.

More than 80 per cent of the nation's arable land is owned by the state. The remainder is composed of small, privately-held plots. The planning of private-farm activity is co-ordinated by the central ANAP (Society of small farmers) authorities: seeds, fertilizer, machinery and other supplies are obtained from the state, while farm production is sold only to a state buying agency.

Mines

Cuba is a significant producer of nickel, having the world's fourth largest deposits of this mineral. Current annual production is in the order of 36,000 tonnes (39,672 tons) of nickel-cobalt oxide and sinter and nickel-cobalt sulfate. Expansion of the two existing plants to a total of 46,500 tonnes (51,243 tons) is currently underway together with construction of another 30,000 tonne/year (33,060 ton/year) facility at Punta Gorda. Plans exist for the construction of another 30,000 tonne/year (33,060 ton/year) plant in the 1980s.

Total steel production capacity will reach 150,000 tonnes (165,300 tons) per year by the 1990s. The Cuban government is also investigating the possibility of further processing the ore in Cuba in order to extract the cobalt content and capitalize on the high market value of this mineral. Quantities of iron ore, manganese, chrome, lead, zinc, copper and gold are produced together with a variety of industrial minerals. Limestone deposits support a major cement industry; actual production for 1980 was 3.7 million tonnes (4,077,400 tons), with a target of more than 5 million tonnes (5,510,000 tons) by the mid-1980s. A substantial portion of cement production is for export.

Fishing Industry

Cuba's fishing industry represents a significant share of the overall Cuban economy. In 1978, the total catch exceeded 213,000 tonnes (234,726 tons), of which more than 70 per cent was caught outside Cuban waters. Future growth in this sector — even maintenance of current levels — is highly uncertain at this time due to the growth of 320-km (200-mile) fishing limits which exclude Cuban fleets from many of their former grounds.

Energy

Petroleum production is minimal — less than 5 per cent of national consumption — although plans are proceeding for a detailed offshore drilling and exploration program. Electrical generating capacity now exceeds 2,000 MW, almost all of which is oil fired. While there is presently a 350 MW oil-fired thermal unit under construction near Havana, plans exist for the construction of an additional similar unit for 1986. A nuclear-powered generating plant, to be built by the U.S.S.R., is in early planning stages with a proposed completion date in 1986.

Manufacturing Industry

Manufacturing facilities exist for sugarcane harvesters, sugar-processing machinery, agricultural equipment, automotive vehicles including buses, industrial equipment and spares, fertilizer, paper, tires, food products, beverages, textiles, shoes, general consumer products and electricals, light bulbs and pharmaceuticals.

Tourism

International tourism is increasingly important as a source of foreign exchange for Cuba. Canadians form a significant proportion of tourists visiting Cuba, with recent annual totals averaging between 20,000 and 25,000. After sugar, nickel and marine products, tourism is probably the country's most important source of hard currency.

Domestic Trade

Internal commerce is completely controlled by the state. All consumer goods are rationed (the only food item not rationed is eggs). Prices are set by the State Committee for Prices and generally are quite low for items bought "within" the ration.

External Trade

Trade with other centrally-planned economies (essentially other members of the COMECON) has grown in importance in recent years. By 1981, more than 80 per cent of Cuba's total two-way trade, valued at U.S. \$8,121.9 million, was with socialist countries. Of these the U.S.S.R. is by far the most predominant, with U.S. \$5,604.1 million or 69 per cent. Virtually all such trade is conducted on the basis of soft-currency credits and barter through a system of annually-negotiated trade protocols.

According to Cuban figures, 1980 exports f.o.b. (U.S. \$4,751.5 million) and imports c.i.f. (U.S. \$5,400.9 million) resulted in a total trade deficit equivalent to about U.S. \$649.4 million. However, Cuba's hard-currency trade (major partners are Japan, Spain, Argentina, Canada, Britain, France, Italy and FRG) is considerably more unbalanced. In 1980, Cuba's hard-currency deficit with these countries reached the figure of U.S. \$261.6 million. This negative hard-currency balance has been a recurrent factor in recent years, forcing Cuban planners to increasingly turn to soft-currency sources of supply and/or cut back on hard-currency imports.

All imports and exports are subject to control by JUCEPLAN and the *Banco Nacional de Cuba* (BNC), the central bank. Imports, particularly those from hard-currency countries, are limited to those indus-

trial goods and essential food items deemed to have economic priority. There is virtually no import of consumer goods or luxury items.

The BNC is responsible for the day-to-day management of Cuba's foreign currency reserves. It reviews all contracts of more than \$25,000 which the empresas are considering entering into with foreign countries. These contracts are signed only after the BNC has reviewed all aspects and, in particular, has confirmed or made the necessary allocations of the foreign exchange required for the discharge of Cuba's obligations under such contracts.

Foreign Trade Statistics

Cuba's Main Imports

Industrial plants and machinery
Construction machinery
Lumber
Fertilizers
Pulp and paper
Chemicals
Transportation vehicles — buses, trucks, etc.
Foodstuffs
Communications equipment
Raw materials including petroleum

Cuba's Main Exports

Sugar
Molasses
Marine products (frozen and processed)
Nickel
Tobacco and tobacco products
Citrus fruits
Sisal (fibre and twine)
Rum and liqueurs
Cement
Naphtha

Canada-Cuba Trade

Year	Exports from Canada to Cuba	Imports into Canada from Cuba
	(CAN \$ millions)	
1970	59.0	9.5
1971	58.8	10.4
1972	57.6	11.1
1973	81.7	16.6
1974	150.8	76.3
1975	226.1	81.4
1976	258.3	60.3
1977	184.0	45.3
1978	217.8	60.4
1979	257.0	107.0
1980	415.2	157.3
1981	452.3	196.5

Main Canadian Exports to Cuba (1981) (CAN \$'000s)

Wheat	161,348
Wheat flour	99,537
Corn (<i>maíz</i>)	41,966
Beans	33,944
Sulphur	13,949
Soya bean meal	9,589
Barley	9,152
Paperboard	8,049
Lumber	6,293
Tires	6,201
Industrial chemicals	5,556
Peas	4,982
Wood pulp	4,545
Wrapping paper	4,131
Meat products	3,310
Seed potatoes	2,984
Pesticides	2,942
Skim milk powder	2,800
Tallow	2,353
Refractory bricks	1,832
Batteries	1,812
Copper bars	1,789
Furniture and fixtures	1,545
Valves and pipe fittings	1,490
Switchgear	1,331
 Subtotal	 443,430
% of total exports	95%
Total Exports	452,375

Canada's Main Imports from Cuba (1981)
 (CAN \$'000s)

Raw sugar	175,700
Shrimps	2,956
Molasses	2,861
Lobster	9,708
Silver	2,416
Tuna	678
Grapefruit	258
Cigars and tobacco	521
Cocoa butter	365
Steel plates	326
Shirts	308
Antiques	54
Subtotal	191,151
% of total imports	99.8%
Total Imports	196,511

Cuban Exports
 (U.S. \$ millions)

Non-Communist Markets	1978	1979	1980
Spain	116	93.8	55.2
Japan	105	91.2	133.2
Canada	51	91.0	137.3
France	30	27.7	30.9
Britain	15	22.6	17.6
Federal Republic of Germany	38	31.8	19.9
Total Non-Communist Markets	444	—	—
Communist Markets			
U.S.S.R.	3,320.0	2,830.0	2,690.9
German Democratic Republic	116.4	138.5	145.3
Bulgaria	96.8	118.7	133.0
China	121.9	138.6	138.0
Czechoslovakia	60.3	75.9	89.5
Hungary	36.8	44.4	32.7
Poland	33.4	34.7	42.8
Romania	5.1	26.2	35.1
Total Eastern Europe	407.0	—	—
Total Far East	138.0	—	—
Total Communist Markets	3,865.0	—	—
TOTAL ALL MARKETS	4,309.0	—	—

Cuban Imports
 (U.S. \$ millions)

Non-Communist Sources	1978	1979	1980
Japan	212	149.5	211.7
Canada	185	218.0	326.9
Spain	109	121.9	169.8
Federal Republic of Germany	73	90.7	98.2
Britain	53	70.6	92.7
Total Non-Communist Sources	864	—	—
Communist Sources			
U.S.S.R.	3,083.0	3,013.7	3,356.6
German Democratic Republic	166.2	159.8	192.7
Bulgaria	150.9	134.9	173.1
China	113.3	116.3	124.9
Czechoslovakia	62.3	77.9	120.0
Hungary	56.7	55.7	58.2
Poland	38.5	54.3	81.5
Romania	2.5	10.9	58.8
Total Eastern Europe	537.0	—	—
Total Far East	149.0	—	—
Total Communist Sources	3,769.0	—	—
TOTAL ALL SOURCES	4,633.0	—	—

III. DOING BUSINESS WITH CUBA

State Import-Export Agencies

The Cuban economy, the firms, agencies, divisions and institutes which perform economic activities in Cuba — whether they be agriculture, primary-resource extraction, secondary manufacturing or tertiary service industries — are all state-owned, centrally-planned and controlled by the Planning Council (JUCEPLAN) and the Cuban Central Bank (*Banco Nacional de Cuba*, or the BNC). Each of these economic units is responsible to a government ministry, committee or institute for its general objectives and performance. As end-users of imported goods and services, they turn to specialized state trading firms or *empresas* for their import requirements. In turn the *empresas* are responsible to the Ministry of Foreign Trade (MINCEX) or to the State Committee for Economic Collaboration (CECE). The *empresas* that import on a continuous basis the goods and services required by end-users or consumers, or export their surpluses, come under the authority of MINCEX. The *empresas*, which import or export packages of goods (machinery, complete plant) or services (technology, technical assistance) that are related to specific capital projects in Cuba or overseas, come under the authority of CECE.

A list of the MINCEX and CECE *empresas*, together with the types of goods and services that each imports or exports, can be found in Section VIII.

Alternative Channels of Communication

When an end-user's production plans and the related import requirements are approved by JUCEPLAN and the BNC, the *empresas* can source the imports overseas.

In some cases, the supply of certain quantities of specific products will have been arranged previously, through periodically-negotiated, bilateral trade agreements with the U.S.S.R. and other COMECON countries. In other cases, the *empresas* are free to negotiate with competing exporters in one or more coun-

tries simultaneously and eventually sign contracts with one of them.

Officials in the empresas in Havana may turn to their files on traditional suppliers for a source, or to directories and files of foreign-company catalogues and brochures which they keep for reference, contacting a foreign firm identified on this basis directly by mail, telex or visit for a price quotation and other information. The empresas may also contact the Havana embassies of various foreign countries for assistance in identifying suppliers in their respective countries and obtaining the same information. Another alternative for the empresas is to communicate their requirements to Cuban embassies, consulates or trade commissions overseas, and request that officials in these posts contact specified or unspecified foreign companies on their behalf. Finally, the empresas may use Cuban government-owned and MINCEX-controlled buying agencies established as private companies in several Western counties, e.g. Galax Inc., in Montréal.

Canadian exporters, therefore, could be contacted in several different ways by the empresas; and Canadian exporters have several options when they wish to initiate contact with the empresas: the Cuban Trade Commission, Galax Inc., the direct route by mail or telex to the empresas in Havana, or the Canadian Embassy in Havana, directly or indirectly through the Department of External Affairs in Ottawa, or its representatives in the Regional offices of the Department of Industry, Trade and Commerce and Regional Economic Expansion (ITC-DREE).

Cuban Trade Commission

The Cuban Trade Commission at the Cuban Consulate General in Montréal has overall responsibility for the development of trade with Canada. The Cuban Trade Commissioner is a useful contact for general information about his country's market. He works closely with the CECE representative, who is located in the Cuban Embassy in Ottawa, CARIBEX, the Cuban fish product exporting company in Toronto, and with Galax Inc. in Montréal.

Galax Inc.

Galax Inc. was established in Montréal, in 1974, under

the auspices of MINCEX. It is owned indirectly and controlled directly by the Government of Cuba, MINCEX and its state trading firms. The company acts as an import and export agent for Cuban state trading firms that come under the jurisdiction of MINCEX and charges a small commission to cover operating costs. When Galax began operations, in 1979, it absorbed most of the staff of the Cuban Trade Commission in Montréal, which had previously performed these functions on a non-commercial basis. When sourcing in Canada the requirements of the state trading firms in Havana, Galax may contact Canadian firms to solicit price quotations, brochures, samples or proposals to be relayed to Havana, and forward contracts and confirm shipping arrangements to Canadian companies. Officials of the Cuban state trading firms usually use Galax's office as a base during their visits to Canada. Galax may also arrange for visits of Canadian company officials to Havana when authorities there consider the visits are warranted.

Canadian Embassy, Havana

The Commercial Division of the Canadian Embassy of Havana has daily contact with Cuban state trading firms in promoting Canadian exports to Cuba. At the request of the Department of External Affairs, in Ottawa, its representatives in the ITC-DREE Regional Offices, or at the request of a Canadian exporter, Canadian Government foreign service officers or Cuban Commercial officers of their Embassy's Commercial Division will provide information on the Cuban market, or put questions to the Cuban state trading firms and report back to the Canadian enquirer.

The Canadian exporter should evaluate his initial approach as business discussions progress, and switch to alternate channels if the situation warrants. The next few years should provide sufficient experience for a determination as to which channels of communication are more effective.

Representation

There are no agents, distributors or wholesalers as such in Cuba. Cuban government policy is to deal directly (or through a Cuban organization such as Galax) with the foreign buyer or supplier whenever possible.

A number of foreign companies have been given permission to establish service offices in Havana. These offices provide the opportunity for after-sales technical service as well as keeping alert to new market developments.

Visiting Cuba on Business

A visa is required by all Canadians visiting Cuba, including businessmen. Visa applications must be submitted to the Cuban Embassy in Ottawa or to the Cuban Consulates in Montréal or Toronto, at least two weeks in advance of a visit. The decision on whether a visit is appropriate is generally made in Havana and will normally occur only after preliminary business discussions with Canadian exporters through the various channels outlined above.

When a visit is approved the Cuban Embassy or consulates are authorized to issue a visa. The state trading firms in Havana usually arrange hotel accommodation and appointments for visitors.

The Canadian Embassy in Havana can also approach the Cuban state trading firms to determine whether a visit by a Canadian exporter would be appropriate. Whether or not this channel is selected, it is advisable for Canadian exporters to notify the Canadian Embassy of their visits and to contact the Commercial Division for any additional assistance or advice.

Correspondence

There are potential delays in the arrival of normal air-mail from Canada to a street address or post office box in Cuba. Correspondence from Canadian businessmen may be forwarded by Galax or the Cuban Trade Commission via airfreight in cases where these organizations are involved in the business discussions. Correspondence with the Canadian Embassy, including samples and brochures, should be sent to the following address:

Canadian Embassy
Commercial Division
P.O. Box 500 (HVA)
Ottawa, Ontario
K1N 8T7

Material sent to this address is forwarded to the

Embassy in Havana by airfreight. Correspondence directly with Cuban state trading firms may also be sent in this way to the Canadian Embassy with a request that the Commercial Division forward it to the state agency designated in the correspondence.

Initial correspondence, whether it be with the Canadian Embassy, Galax, the Cuban Trade Commission or the state trading agencies, should provide as much information as possible on the exporting company, its capabilities, products and f.o.b. (normally Montréal) prices. Several copies of any brochures, technical data, prices or samples should be sent. When the state trading agencies receive the correspondence, they will circulate the copies to the various possible end-users and product-specifiers more efficiently than if they had received only one copy.

If possible, correspondence should be in Spanish, although English is acceptable. Technical specifications should be in metric units.

Advertising and Sales Promotion

There is no commercial advertising of any sort in Cuba. Information must be dispensed through the various empresas, the Cuban Chamber of Commerce (especially for films, magazines and brochures), and the facilities of the Commercial Division of the Canadian Embassy in Havana.

Price Quotations

All prices should be quoted f.o.b. (non-stowed) Canadian dollars, Canadian port.

Terms of Payment

Payment is by unconfirmed, irrevocable letter of credit on presentation of a clean-on-board bill of lading. Payment on presentation of dock receipts is rare. Letters of credit are always unconfirmed since they are issued by the Cuban central bank (*Banco Nacional de Cuba*). The bank will not ask anyone to confirm letters of credit, but if a Canadian bank is willing to do so at the expense of the Canadian supplier, this is acceptable to the Cubans.

Shipping Services

Canadian exports to Cuba are carried on Cuban flag vessels, vessels under charter to the Cuban fleet and vessels from other COMECON countries that call at a Canadian port prior to departure for Havana. The principal ports used are Montréal, Saint John, Toronto and Vancouver.

Air Services

Direct flights between Canada and Cuba were established in 1976 and are operated by Air Canada (Toronto-Havana-Toronto) and Cubana Airlines (Havana-Montréal-Havana). For more information on flight schedules, please see Section VI.

Shipping Arrangements

Cuban purchase contracts usually contain a specific clause regarding shipping arrangements. A typical clause in recent contracts (which must be negotiated between buyer and seller) outlines a procedure requiring that 30 days prior to agreed delivery date, the exporter must notify Galax in Montréal of particulars regarding the shipment, i.e. cubic volume, weight, type of packaging, etc. Within 10 to 20 days of receipt of this notification, Galax will advise the name of the vessel, the port and time of arrival. The exporter retains title and responsibility for the merchandise until it has crossed the ship's rail and is ready to be placed in its hold. Exporters still have the responsibility for the shipment up to this point. It should be noted that Cuban purchasing organizations use the service of Colley Motorships Limited (1015, côte du Beaver Hall, Montréal (Québec) H2Z 1S1) which handles all shipping and loading arrangements. The cost of loading merchandise is billed to the buyer's account.

Another common clause — but one that must be negotiated — covers the question of who has the financial responsibility of storing and warehousing the merchandise if the designated vessel does not arrive in the Canadian port as scheduled. It can be agreed between buyer and seller that a clause be added to the contract stating that if, after a certain period of days, the vessel still has not arrived, all such charges should be the responsibility of the buyer.

For further clarification, exporters should consult the Cuban Trade Commission, Galax Inc. and Colley Motorships Ltd., Montréal. Because of the heavy demands on available shipping, delays in picking up merchandise are not uncommon and should be provided for in quotations.

Packaging

Packaging material should be carefully chosen, as there are considerable changes in temperature and humidity during the shipping period. Straw and other packaging materials of vegetable origin, including jute, should not be used. Cuba maintains strict regulations to guard against the introduction of foot-and-mouth and other diseases. If in doubt, consult with either Galax Inc., or the Cuban Trade Commission in Montréal.

Cable and Telephone Information

Cable and long distance telephone facilities are available. The Commercial Division, Canadian Embassy, in Havana, offers every assistance to exporters who are experiencing difficulty in establishing communications. Cable address is CANADIAN HAVANA and the telephone number is 2-6421. It should be noted that long distance international telephone service to Havana has greatly improved in recent years, and that long distance calls can invariably be completed within one-to-two hours of placing a call. Direct telexes can also be sent to 51-1586 (answer back CAN CU). All correspondence with the Embassy's Commercial Division should be sent to P.O. Box 500 (HVA), Ottawa, Ontario K1N 8T7, where it is forwarded directly to the Embassy in Havana.

Trademarks and Patents

Cuba subscribes to the International Convention for the Protection of Industrial Property, and grants patents on inventions and patents of importation. The former may be valid up to 17 years, the latter up to 10 years. Trademarks may be issued for 15-year renewable periods.

Barter

Individual barter transactions with Western capitalist countries play a minimal to non-existent role in Cuban current foreign trade. Cuba's export list of merchandise is limited, and marketing efforts are directed to establishing these products in the regular import-distributor channels in foreign markets. Barter (or compensation) may be involved, however, in negotiations for complete plant projects as a method of payment.

Canadian Export Controls

Canada maintains normal trade relations with Cuba which is also a member of the GATT. Goods not covered by Schedule "A" of the Export Control List of the Canadian Export and Import Permit Act do not require an export permit prior to shipment to Cuba. Canadian exporters should be aware of item 9001 of the above-mentioned Schedule "A": "All goods originating in the United States, whether in bond or cleared by Canadian Customs, except any such goods that have been further processed or manufactured outside of the United States, by combining them with other goods or otherwise, so as to result in substantial change in value, form and use of the goods or in the production of new goods, *unless* the goods to be exported are listed in another Group in this List." Products in this category require an export permit before they are exported from Canada to any other country, including Cuba. Exporters who are not sure whether the products they intend to ship are listed separately in Schedule "A" or could be classified under item 9001 of the Schedule, should contact:

The Department of External Affairs
Office of Special Trade Relations
Export Controls Section
Ottawa, Ontario
K1A 0H5

Tel: (613) 996-2387.

IV. CUSTOMS AND EXCHANGE REGULATIONS

Currency and Exchange Rate

The Cuban peso is roughly equivalent to CAN \$1.52 (August 1982) and can only be used within Cuba. In most cases it is preferable that quotations from Canadian exporters be expressed in Canadian dollars.

Currency and Exchange Control

The *Banco Nacional de Cuba* (National Bank of Cuba) controls all foreign currency reserves. Before purchase orders can be issued, the BNC must examine all proposed contracts of more than \$25,000 and allocate the currency required to cover the purchase price. This step is handled routinely by the empresa concerned, and when the exporter receives an order, he can be assured that all exchange control procedures have been carried out. Cuban currency is not used in transactions with Canada.

Import Controls and Customs Duties

Because all purchasing is handled by the state, duties and import licensing as we know them do not exist and consequently are of no practical concern to Canadian exporters.

Documentation

Exporters should contact the Cuban Trade Commission and/or Galax Inc., Montréal, regarding the required documentation for a specific export order.

Insurance

As Cuba buys on an f.o.b. (non-stowed) Canadian port basis, marine insurance is solely the responsibility of the buyer.

Special Regulations

Cuba maintains special health and safety regulations regarding the importation of a number of products, principally those of animal and vegetable origin. Specific requirements will be provided by the Cuban buying agency when a contract is negotiated.

Commercial Samples

Canadian exporters wishing to send unaccompanied product samples to Cuba, should do so through Galax Inc., which will transmit them to the proper addressee in Havana. However, this system occasionally breaks down, resulting in delayed delivery or lost samples. To minimize this inconvenience, Canadian exporters should notify the Embassy's Commercial Division when making such shipments, and provide information on the nature of the samples. Canadian exporters can also send samples directly to the Embassy's Commercial Division. Small, lightweight, non-perishable samples may be sent to the P.O. Box 500 (HVA), Ottawa address, from which they will be forwarded to the Embassy. Larger, heavy or perishable samples should be sent airfreight to Cuba, addressed to the Commercial Counsellor, Canadian Embassy, Calle 30 No 518 Esquina a 7a Avenida, Miramar, Havana, telephone: 2-6421. When such items are sent from Canada, the Commercial Division should be telexed full details of contents and weight of sample, the flight number and the airwaybill number concerned. When samples are received by the Commercial Division, they will be forwarded to the designated empresa and confirmation of this action will be telexed to you. Any local handling charges will be billed to the exporter by the Embassy.

Postal Packages

Unless addressed specifically to an empresa, all postal packages are subject to close scrutiny by Cuban Customs. Fresh fruit and vegetables will be seized unless accompanied by a certificate issued by the Plant Protection Division, Department of Agriculture, Ottawa. Small quantities of sample meat and dairy products consigned to an empresa will not be seized, provided it is clearly stated on the packaging material containing the actual product that the goods are of

Canadian origin. As regulations may change from time-to-time, it is advisable to request advice from Galax Inc. or the Cuban Trade Commission prior to making a sample shipment. Commercial parcels must be clearly marked "Commercial parcel" on the wrapper and/or Customs declaration.

Banking

All Cuban banking, both domestic and international, is the responsibility of the *Banco Nacional de Cuba*, which has correspondent relationships with all major Canadian chartered banks. In its role as the central bank of Cuba, the BNC guarantees its own obligations which are a direct obligation of the national banking authority. As a result, the BNC does not confirm its own letters of credit, nor will it ask an outside bank to confirm its letters of credit to them.

V. YOUR BUSINESS VISIT TO CUBA

Advise and Consult the Cuban Trade Commissioner and/or Galax Inc.

Canadian exporters wishing to visit Cuba should contact the office of the Cuban Trade Commission and/or Galax Inc., in Montréal, before making firm plans. These Montréal-based offices play a key role in all Cuban purchases in Canada and will be able to advise you whether a business visit would be worthwhile. If you are already in contact with Galax, your visit to Cuba can be organized directly by this organization, thus eliminating the need for you to contact the Cuban Trade Commission. Galax will contact the appropriate empresas in Havana, to ensure that all aspects of your visit to Cuba (including hotel reservations, airport meet, internal transportation, schedule of meetings and departure arrangements) are well in hand. You should also advise the Commercial Division of the Canadian Embassy, Havana, of your travel plans and the objectives of your visit. The Commercial Division may be able to assist you in better communicating your specific business interests to the empresas, and can also monitor and report on preparations being made by the Cubans for your visit.

Why Should You Go to Cuba?

Under a centralized, state-controlled purchasing system, there tend to be several administrative and working levels between the Cuban end-user and the Canadian supplier. For example, an end-user experiencing operating difficulties in the proper use of a Canadian product, may register the complaint with his factory manager. This request may then go to the regional authority responsible for that particular industry who, in turn, will pass it on to the central ministry or industry authority in Havana. Contact may then be made with the Havana-based empresa responsible for the merchandise, who then may contact the Cuban Trade Office and/or Galax. The time involved in processing such requests, together with the risk of distortion in communication that emerge from this

process, may lead to confusion and inaccurate information.

As a result of these factors, any Canadian exporter who receives an indication from Galax, the Cuban Trade Commission in Montréal or the Commercial Division of the Canadian Embassy in Havana that a visit to Cuba would be desirable, should react promptly to the opportunity. Direct contact with end-users and product-specifiers usually leads to fast, efficient resolution of any difficulties. It will also provide an opportunity for direct contacts and negotiations with the decision-makers in Cuba. In short, if you are invited to Cuba, go. Whether invited or not, as a matter of sound marketing and export strategy, you should reaffirm with the Cuban Trade Commission and Galax, your company's interest and willingness to visit Cuba.

However, it would be as well if you were to avoid making any personal business trips to Cuba.

When to Go

Most business visitors find that the best time to visit Cuba is between September and May. Visits should not be scheduled during the months of July and August, as most directors of the various empresas are abroad on buying missions or are on vacation. Also, due to Anniversary celebrations, July 14-26, hotel reservations are even more difficult to make.

On the other hand, it is always advisable to visit Cuba immediately after you have received your request for quotation (RFQ), for delivery in the following year, in order to personally present your quotation. Companies new to the Cuban market should arrive some months earlier to make sure they will be approved suppliers and hence sent RFQs when they are issued (normally between July and September). However, Canadian exporters must be aware that a particular need for specific products may arise at any time.

Clothing

Lightweight tropical suits are worn throughout the year in Cuba's warm climate. Take several short-sleeved cotton shirts. While the wash-and-wear shirts of synthetic fibres may ease the problem of slow laundry service in local hotels, they are often uncom-

fortable and are not recommended. Apart from meetings with senior officials, jackets are not usually worn.

For ladies, summer clothes (containing at least 65-percent cotton), plus a shawl for perhaps a cool evening, are advisable.

Currency

On arrival at the airport (or your hotel) you can convert your Canadian currency into Cuban pesos (one Cuban peso equals approximately CAN \$1.52). On departure you can convert the Cuban pesos to foreign currency providing you have retained the original exchange slip.

Peso notes in denominations of 1, 5, 10 and 20 are in circulation. There are 100 centavos to the peso. One (1), 5, 20 and 40 centavo pieces are in circulation. Canadian and U.S. dollar travellers' cheques and currency are accepted by all official exchange outlets (airport, major hotels and the BNC main office). Tipping is not required, although a pack of cigarettes is gratefully accepted for special services provided.

Travellers' Necessities

Visitors are advised to take adequate supplies of razor blades, shaving cream, cosmetics, "Kleenex", toothpaste, Canadian cigarettes, liquor, reading material, shoelaces, film, pen refills, etc. Most of these items are either not available in Cuba or are available with great difficulty at high prices.

Health Regulations

For Canadian visitors who have not been out of North America during a 30-day period prior to their trip to Havana, there are no special health regulations in effect. In all other cases, you should consult the nearest Cuban consulate or the Cuban Embassy in Ottawa.

Hotels

Your hotel reservations will normally be made by the Cuban empresa responsible for your visit. Most busi-

ness visitors are booked into one of the following hotels: Riviera, Capri, Havana Libre, Nacional.

Internal Travel and Taxis

All internal travel arrangements will be made for you by your host empresa. There are no official restrictions on travel in Cuba. With gasoline rationing and the general shortage of taxis and other public vehicles, however, transportation other than that arranged by the host empresa is difficult. Cars can be rented with preferably one day's notice from the *Empresa de Autos de Alquiler* (state-owned taxi fleet) and arrangements can be made through your hotel. Taxis are difficult to obtain and almost impossible to flag down.

Hours of Business

Cuban government offices are open from 8:30 a.m. to 12:30 p.m. and from 1:30 p.m. to 5:30 p.m. Monday to Friday and every other Saturday. Business visitors usually find that they are picked up at their hotel between 9:00 and 9:30 a.m. for meetings at 10:00 a.m. Luncheon is usually from 12:30 to 2:30 p.m. and afternoon meetings start at about 3:00 p.m. Dinner will usually be at 8:00 or 9:00 p.m.

The Canadian Embassy is open from 8:00 a.m. to 4:30 p.m. except Wednesdays, when the hours are 8:00 a.m. to 1:30 p.m. The Embassy is not open Saturdays. Embassy phone numbers are 2-6421, 2-6422 and 2-6423. After office hours 2-6421 is the only number used and is answered on a 24-hour basis.

The Business Interview

Cuban purchasing officials prefer to do business with people they trust, and Canadians generally share with Cubans a friendly, open and informal approach.

Your business visit to Cuba may well be your hosts' first opportunity to meet you. You will find yourself made most welcome during your stay. You may receive invitations to dinner and nightclubs, and it is standard practice to reciprocate by arranging a lunch or dinner for your hosts during your stay. This should be done a day or so in advance. A high-pressure sales approach is not necessary. You should, however, reinforce your company's image by discussing its product

range, new product development, etc. Cubans are keen to buy the latest technological innovations and are well-disposed to North American technology.

If you speak any Spanish, use it at every opportunity. Interpreters will be available for the more detailed discussions that may ensue. Speak slowly to allow the interpreter ample opportunity to translate, so that the Cuban officials will have full understanding of the points you are making. As the interview progresses, you should emphasize, by repeating, the important points made earlier in the interview in order that they may be understood in context. At the end of the interview, summarize in writing the agreed-on points requiring action or further discussion. As in any market, visual aids are effective — however, equipment may not be readily available and you should make your needs known to your hosts before leaving Canada.

Do not be dismayed if you receive no immediate feedback. The information you provide during your visit will be translated and circulated to end-users for comments and eventual approval.

You will be able to judge the results of your visit either at a round-up session at the close of your business visit, or upon returning to Canada in follow-up discussions with the empresa's representative at Galax Inc. and/or the Cuban Trade Commission in Montréal. Decision-making in Cuba proceeds at its own pace and there is little to be gained by pressing for instant decisions. Remember that the empresa often has to discuss the contract and make arrangements with the *Banco Nacional de Cuba*, the shipping company, and at times even the central planning authorities (JUCEPLAN) before it can be signed.

VI. TRAVEL ARRANGEMENTS

Passports

Canadian citizens travelling to Cuba must possess a valid passport and a Cuban entry visa. Canadian passports are available from the Passport Office, Department of External Affairs, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, or the Department's regional passport offices:

Government of Canada Building 220-4th Avenue Southeast Calgary, Alberta T2G 4X3 Tel: (403) 231-5171	Suite 1310, Richardson Building 1 Lombard Place Winnipeg, Manitoba R3B 0X4 Tel: (204) 949-2184
Suite 500, Royal Bank Building 10117 Jasper Avenue Edmonton, Alberta T5J 1W8 Tel: (403) 420-2621	Condominium 2535, 5e étage 2535, boulevard Laurier Sainte-Foy (Québec) J1V 4M3 Tel: (418) 694-3069
Suite 1210, Barrington Tower Scotia Square Halifax, Nova Scotia B3J 1P3 Tel: (902) 426-2717	General Post Office Building 354 Water Street St. John's, Newfoundland A1C 1C4 Tel: (902) 737-2073
Union Gas Building, Suite 1006 20 Hughson Street Hamilton, Ontario L8N 2A1 Tel: (416) 523-2831	Federal Building, 6th Floor 101 - 22nd Street East Saskatoon, Saskatchewan S7K 0E1 Tel: (306) 665-5106
Commerce House, Mezzanine Floor 1080, côte du Beaver Hall Montréal (Québec) H2Z 1S8 Tel: (514) 283-4970	Royal Trust Tower, Suite 1012 Toronto Dominion Centre Toronto, Ontario M5K 1K2 Tel: (416) 369-3250

610 - 800 West Pender
Street
Vancouver, British
Columbia
V6C 2V6
Tel: (604) 666-1941

After the initial contacts with Galax Inc. and/or the Cuban Trade Commission regarding visit arrangements, completed visa applications must be submitted to the Cuban Embassy in Ottawa or one of the Cuban consulates in Canada (see Section VIII). Please allow at least two weeks for issuing of a visa.

How to Get to Cuba from Canada

During the winter tourist season, Air Canada operates three flights per week between Toronto and Havana. Cubana, Cuba's national carrier, offers three flights per week between Montréal and Havana during the winter. In the summer, both airlines operate one flight per week on their respective routes. Air Canada, however, has suspended this weekly flight until further notice. (Since each airline's flight schedule varies from year to year, you should contact your travel agency when planning a trip to Cuba.)

Cuba is also served by flights that originate in Madrid, Prague, Moscow, Barbados, Georgetown (Guyana), Lima and Mexico City. For further information, contact your local representatives for Iberia, CSA, Cubana, Aeroflot and Mexicana.

On Arrival

The Cuban empresa sponsoring your visit will request your passport in order to obtain a Cuban exit permit (*salida*). The *salida* is necessary before you can make further travel arrangements (ticket confirmations). Visitors are therefore advised to have this done immediately on arrival. You should also request the empresa's assistance in confirming your airline ticket. Outgoing reservations must be confirmed at least 72 hours in advance, otherwise your booking will automatically be cancelled. The central reservations office of Cubana Airlines is at Calle 23, No 64, Vedado, Havana 4. Confirmation of tickets for outgoing flights must be obtained in person if the empresa is unable to assist you. Long lineups can make this a slow and frustrating procedure.

If You Are Travelling on to Mexico

A special transit card is required to enter Mexico from Cuba. No previously-issued tourist card and/or visa to Mexico are valid for the flight from Havana to Mexico City. The transit cards issued in Havana allow the traveller to stay in Mexico for a five-day period only. In order to obtain the Mexican transit card, you must supply to the Mexican Embassy (No 518 Calle 12, Miramar, Havana, Cuba) the following: a Cuban exit permit (*salida*), three passport photos, a smallpox vaccination certificate, evidence of onward transportation arrangements and proof of admittance to a third country. The Mexican Embassy is open from 10:00 a.m. to 1:00 p.m. Monday through Friday. A fee is charged. Visitors to Cuba wishing to travel on to Mexico should allow sufficient time during their stay to meet these requirements, which usually take 24 hours.

To have an airline ticket to Mexico confirmed (see above), you must have your Mexican transit card. Remember, airline tickets must be confirmed at least 72 hours in advance.

As it is difficult to have passport pictures taken and processed quickly in Cuba, travellers should obtain them in Canada prior to departure.

The Canadian Embassy in Havana can provide application forms for a Mexican transit card. If an application is presented at the Mexican Embassy before 1:00 p.m., it can usually be picked up the following day between 11:00 a.m. and 1:00 p.m.

The above notwithstanding if you are going to fly via Mexicana Airlines, your transit card can be obtained free-of-charge at Mexican Airlines Office at once.

VII. FEDERAL EXPORT ASSISTANCE

Market Advisory Services

As a service to Canadian business, the federal government maintains Trade Commissioners in 67 countries around the world. These representatives provide assistance to the Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to providing the link between buyer and seller, the Trade Commissioner advises Canadian exporters on all phases of marketing, including identification of export opportunities, assessment of market competition, introduction to foreign businessmen and government officials, screening and recommending agents, guidance on terms of payment and assistance with tariff or access problems. Trade Commissioners also play an active role in looking for market opportunities and encouraging promotional efforts.

An additional source of information is the group of Trade Development Offices of the Department of External Affairs, in Ottawa. Each of these offices concentrates on markets in specific geographical regions, in this case, Latin America and the Caribbean. They are the central government link in Canada for the Trade Commissioners overseas. In the case of Cuba, the Trade Commissioners in Havana are in constant contact with their counterparts in the Latin America and Caribbean Trade Development Office, in Ottawa (Address: Caribbean and Central America Division, Office of Trade Development — Latin America and Caribbean, Department of External Affairs, Ottawa, Ontario K1A 0H5, tel: (613) 992-0384, telex: 053-4124). This Office can provide the following type of general information:

- market information, including economic outlooks for individual countries and information on the market for particular products;
- market access information on tariff rates, regulations, licensing, no-tariff barriers, product standards, required documents etc.;
- publications, including the *Guides for Canadian Exporters*, and country briefs on smaller markets.

The Trade Development Offices are also responsible for assisting and advising exporters on marketing of their products and services, on informing businessmen about export services provided by the Canadian Government and about export opportunities as they arise.

If your company requires assistance in identifying overseas markets for your products, you should contact your nearest regional office of the Department of Industry, Trade and Commerce and Regional Economic Expansion (ITC-DREE). These offices, located in each province (see Section VIII), assist exporters with market planning and can arrange for the assistance of both the relevant Trade Development Office and the Trade Commissioners overseas.

Export Development Corporation

The Export Development Corporation (EDC) is a Canadian Crown Corporation whose purpose is to facilitate and develop Canada's export trade.

EDC provides insurance, guarantees and export financing which, combined with financial advice and the organization of financial packages, facilitate the sale of Canadian goods and services abroad.

The Corporation offers the following services:

A. Export Insurance and Related Guarantees:

- global comprehensive insurance
- global political insurance
- selective political insurance
- specific transaction insurance
- specific transaction guarantees
- loan pre-disbursement insurance
- foreign investment insurance
- performance security insurance
- performance security guarantees
- consortium insurance
- surety bond insurance
- bid security guarantees

B. Export Financing and Related Guarantees

- loans
- multiple disbursement agreements
- line of credit allocations
- note purchases
- forfaiting

— loan guarantees.

EDC's address is:

P.O. Box 655
110 O'Connor Street
Ottawa, Ontario K1P 5T9

Tel: (613) 237-2570
Telex: 053-4136

Regional offices are maintained in Montréal, Toronto, Vancouver and Halifax (see Section VIII). Export insurance services are handled by these regional offices. General inquiries regarding other EDC services may be channelled through these offices as well. Inquiries about export financing for a specific geographical area should be addressed to the Manager of the appropriate department in the Export Financing Group, in Ottawa.

Program for Export Market Development

The Program for Export Market Development (PEMD) is designed to assist individual firms in their particular marketing endeavours. The government contribution is repayable to the extent that export sales result from the PEMD-supported activity. Financial assistance is provided for the export activities listed below, in reference to applications from interested companies:

- precontractual and bidding costs for specific capital projects (PEMD A);
- travel and related costs in market identification trips and market adjustment (PEMD B);
- costs of individual participation in trade fairs abroad (PEMD C);
- specified costs of bringing foreign buyers to Canada (PEMD D);
- costs associated with forming and operating an export consortium (PEMD E);
- costs associated with extended market development (PEMD F);
- support for export market development for agriculture, food and fisheries products (PEMD FOOD).

Applications should be submitted to ITC-DREE regional offices (see Section VIII) in the province in which applicant firm is registered.

Trade Fairs and Missions

In order to further assist Canadian exporters in developing business in foreign markets, the Trade Fairs and Missions Division of the Office of Trade Development — Latin America and Caribbean, Department of External Affairs, Ottawa, organizes and implements the following trade promotion programmes:

- participation in trade fairs abroad;
- trade missions to and from Canada;
- in-store promotions and point-of-sale displays;
- export-oriented technical training for buyers' representatives.

The yearly Fairs and Missions Programme for the region is put together based on suggestions by the Trade Commissioners in the field and the Trade Development Office, in Ottawa, in discussion with the industry sector specialists of the Department of Industry, Trade and Commerce, and Regional Economic Expansion.

For further information write to:

Director
Trade Fairs and Missions Division
Office of Trade Development — Latin
America and Caribbean
Department of External Affairs
Ottawa, Ontario K1A 0H5

Tel: (613) 996-5357

Telex: 053-4124

Publicity

Canada Commerce in English, and *Commerce Canada*, the French edition, are published monthly and contain a variety of articles and reports on export opportunities, such as government services to industry, international market conditions and terms of access, industrial development, and joint industry-government efficiency studies. Both publications are available without charge to Canadian manufacturers from the Public Information Directorate, Department of Industry, Trade and Commerce and Regional Economic Expansion, Ottawa, Ontario K1A 0H5.

Bimonthly issues of *Canada Commerce* outline fairs and missions which are being organized worldwide by

the Department of External Affairs under its Fairs and Missions Programmes. Similarly, alternate editions list multilaterally-funded capital projects overseas which offer good export opportunities for Canadian suppliers of goods and services.

Industrial Co-operation with Developing Countries

The Canadian International Development Agency (CIDA) supports the involvement of Canadians in investment projects in developing countries through its Industrial Co-operation Programme. Under this program, CIDA offers the following services for Canadian companies wishing to investigate industrial co-operation opportunities in developing countries:

- funding for travel, profitability and risk analyses, product and technology testing;
- funding for project preparation studies as a lead-in to large capital projects;
- funding for demonstration and test projects as a lead-in to technology transfer;
- leads and information on opportunities, and on local conditions and business practice;
- assistance in locating qualified Canadians to work abroad;
- specialized training of local employees;
- professional services to cope with special situations, such as complex tax or legal problems;
- investment missions to developing countries.

For developing countries seeking Canadian private sector participation in their economic development, the following services are offered:

- investment-seeking missions to Canada;
- information on Canadian technology and expertise;
- trade facilitation;
- business training in Canada and in home country;
- linkages between Canadian and local business and manufacturing organizations;
- public sector institution building in cooperation with Canadian counterpart institutions;
- technical assistance to businesses requiring short-term experts;
- long-term credits for the use of Canadian consultants or experts to assist in delineating industrial development priorities, promoting and managing

exports, and providing direct, continuing expert advice to all segments of the economy, private and public.

For further information, write to:

Industrial Co-operation Division
Canadian International Development Agency
200, promenade du Portage
Hull (Québec)
K1A 0G4

Tel: (819) 997-7901
Telex: 053-4140 (CIDA/SEL)

Provincial Governments

Each provincial government has a department that provides guidance on business development including trade.

VIII. USEFUL ADDRESSES

A) Importing Empresas

ALIMPORT

(Empresa Cubana Importadora de Alimentos)

Infanta 16

P.O. Box 7006

Havana 4, Cuba

Tel: 7-4971

Telex: 051-1454 ALIMPORT

Foodstuffs, except fish and fish preparations, feed-stuffs, livestock, seeds, barley, corn, flour, cattle, chickens, pigs, tallow, meat, beverages.

AUTOIMPORT

(Empresa Cubana Importadora
de Vehiculos Automotores)

Galiano 213

Havana, Cuba

Tel: 6-5926

Telex: 051-1417 AUTOIMPORT

Vehicles up to 2.2 tonnes (2.5 tons), parts and car accessories.

AVIAIMPORT

(Empresa Cubana Importadora de Aviación)

Calle 23 No 64

Havana, Cuba

Tel: 79-8009

Commercial aircraft, parts and accessories, navigation and airport equipment.

CONSTRUIMPORT

(Empresa Cubana Importadora de Maquinarias
y Equipos de Construcción)

Carretera de Varona Km 1¹/₂

Capdevila

Havana, Cuba

Tel: 44-2111/12

Telex: 051-1213 CONSTRUIMPORT

Road graders, bulldozers, excavators, levelers, scrapers. Pile drivers. Compactors, other construction equipment and spare parts. Well-drillers.

CUBAEQUIPOS

(Empresa Cubana Importadora de Equipos)

Calle 23, No 55

P.O. Box 6052

Havana 4, Cuba

Tel: 70-3546/70-3137/70-8061

Telex: 051-1371 CUBAEQUIPOS

Machine tools, steam boilers, pinions and gears, measuring instruments, commercial and industrial scales.

EMIDCT

(Empresa Importadora y Distribuidora para la Ciencia y la Técnica)

Industria y Barcelona

Ciudad de La Habana

Cuba

Tel: 62-1747/6-8914

Reactives, chemical products, laboratory equipment, electronic components, laboratory glassware for scientific use.

ENERGOIMPORT

(Empresa Importadora de Objetives Electro-Energéticos)

Calle 26 Esquina a 7ma Avenida, Miramar

Ciudad de La Habana

Cuba

Tel: 2-8156

Telex: 051-1812 ENERGOIMPORT

Equipment and materials for transmission, sub-transmission and electrical distribution lines. Equipment and materials for transformer stations. Equipment and materials for power plants. Electric cables and wires of more than 1 kV.

FECUIMPORT

(Empresa Cubana Importadora de Ferrocarriles)

Avenida 7ma No 6209 entre 62 y 64

Miramar

P.O. Box 450

Havana, Cuba

Tel: 29-1380

Telex: 051-1174 FECUIMPORT

051-1175 FECUIMPORT

Locomotives, railroad cars and wagons, general railway material, equipment and spare parts.

FERRIMPORT

(Empresa Cubana Importadora de
Articulos de Ferreteria)
Calle 23, No 55
P.O. Box 6258
Havana 4, Cuba
Tel: 70-2531
Telex: 051-1144 FERRIMPORT

Light ironware products. Hardware. Finished metal products. Ceramic sanitary equipment. Equipment for the protection of the industrial worker.

MAPRINTER

(Empresa Cubana Importadora de
Mateiras Primas y Productos Intermedios)
Infanta 16
P.O. Box 2110
Havana, Cuba
Tel: 7-4981/86
Telex: 051-1453 MAPRINTER

Pulp and paper, lumber, products of animal and vegetable origin for industrial non-alimentary use, non-metallic minerals, refractory materials, plastics, plastic compounds, malt.

MEDICUBA

(Empresa Cubana Importadora de
Productos Farmacéuticos)
Monte No 1 Esquina a Egido
P.O. Box 6772
Havana 1, Cuba
Tel: 6-5910
Telex: 051-1149 MEDICUBA

Raw materials for the pharmaceutical industry and fine chemicals. End products for medical, pharmaceutical and veterinary and dental use. Machinery for pharmaceutical industry; containers and closures for pharmaceuticals. Medical, odontological and veterinary equipment, instruments and supplies.

MAQUIMPORT

(Empresa Cubana Importadora
de Maquinarias)
Calle 23 No 55
P.O. Box 6062
Havana 4, Cuba
Tel: 70-2546
Telex: 051-1371 MAQUIMPORT

Electronic communication and detection equipment. Non-domestic electric equipment. Mechanical appliances. Electric motors. Telephone cables, generating sets. Electrical cables up to 1 kV.

MARPRESCA
(Empresa Maritima Portuaria de
Importación)
Avenida Conill No 580 Esquina 26
Nuevo Vedado
Havana, Cuba
Tel: 30-1971
Telex: 051-1687 MARPRESCA

Ships, tugboats. Marine engines. Spare parts and equipment for ships. Anchors. Port equipment. Fishing tackle for the fishing industry.

QUIMIMPORT
(Empresa Cubana Importadora de
Productos Quimicos)
Calle 23 No 55
P.O. Box 6088
Havana, Cuba
Tel: 70-8066
Telex: 051-1283 QUIMIMPORT

Organic and inorganic chemicals. Fertilizers, pesticides and herbicides. Natural and artificial flavours, essences and dyes. Articles for the rubber industry.

TRACTOIMPORT
(Empresa Cubana Importadora de
Maquinarias y Equipos Agricolas)
Avenida R. Boyeros y Calle 100
P.O. Box 6301
Havana, Cuba
Tel: 44-2411
Telex: 051-1162 TRACTOIMPORT

Agricultural machinery. Pest control equipment. Harvesting equipment. Spare parts for agricultural equipment. Water pumps, aluminum tubes, generating sets, stationary motors, drilling equipment and spare parts for irrigation.

TRANSIMPORT
(Empresa Cubana Importadora de Transporte —
Vehiculos y Equipos)
Calle 105 y Avenida 63
Marianao

P.O. Box 6665
Havana, Cuba
Tel: 20-0325
Telex: 051-1150 TRANSIMPORT

Transport equipment of more than 2.2 tonnes (2.5 tons), lift trucks, hoists, tires, tubes, batteries, brake fluids. Engine and replacement parts. Garage and service station equipment.

B) Importing-Exporting Empresas

CARIBEX
(Empresa Exportadora e Importadora de Pescados y Mariscos)
Ensenada de Pote y Atarés
Puerto Pesquero
Havana, Cuba
Tel: 99-1561
Telex: 051-1189 MIP-CU

Exports: Fresh frozen and canned seafoods, frogs legs. Sponges and other marine products.

Imports: Frozen and salted fish, fish products.

CONSUMIMPORT
(Empresa Cubana Importadora y Exportadora de Productos de Consumo General)
Calle 23 No 55
P.O. Box 6427
Havana 4, Cuba
Tel: 70-3571
Telex: 051-1174 CONSUMIMPORT
051-1175 CONSUMIMPORT

Imports: Consumer durable goods. Commercial, hotel and kitchen equipment. Small electric appliances, electric equipment for household and apartment installations up to 6000V, office and school supplies, sporting goods, small household items, lighting equipment.

Exports: Cuban-made consumer products, such as plastic buckets, sporting goods, toys, perfumes, portable radios.

CUBAMETALES
(Empresa Cubana Importadora y Exportadora de Metales)

Infanta No 16
P.O. Box 6917
Havana, Cuba
Tel: 70-2561
Telex: 051-1452 CUBAMETALES

Imports: Ferrous and non-ferrous metals, fuels, lubricants, greases and additives, non-electrical wire and tubes, tin plates, stainless steel, copper and zinc bars, aluminum.

Exports: Grinding balls, metal scraps.

CUBATEX

(Empresa Cubana Importadora y Exportadora de Tejidos, Fibras, Cueros y Sus Derivados)
Calle 23 No 55
P.O. Box 6528
Havana, Cuba
Tel: 70-2591/70-8890
Telex: 051-1174 CUBATEX
051-1175 CUBATEX

Imports: Yarns and fibres, cordage, footware, hides, leathers, papermakers' felts, felt textiles, plastic fabrics and canvas, textiles and clothing.

Exports: Leather and leather products, footware, baler twine.

C) Exporting Empresas

CUBAEXPORT
(Empresa Cubana Exportadora de Alimentos y Productos Varios)
Calle 23 No 55
P.O. Box 6719
Havana, Cuba
Tel: 70-4521
Telex: 051-1178 CUBAEXPORT

Honey, rums and liqueurs, candies and coffee.

CUBAFRUTA
(Empresa Cubana Exportadora de Frutas y Conservas)
Calle 23 No 55
P.O. Box 6719
Havana, Cuba
Tel: 70-4521
Telex: 051-1178 CUBAFRUTA

Citrus fruits, pineapples and fresh vegetables.
Preserved fruits.

CUBAINDUSTRIA

(Empresa Cubana de Productos Industriales)

Calle 19 No 667 e/A y B

Vedado

Havana, Cuba

Tel: 30-3796

Telex: 051-1677 CUBA INDUSTRIA

Cement and all other industrial products.

CUBANIQUEL

(Empresa Cubana Exportadora de
Minerales y Metales)

Calle 23 No 55

P.O. Box 6719

Vedado

Havana, Cuba

Tel: 70-4521

Telex: 051-1178 CUBANIQUEL

Nickel oxide and sinter and all other solid metals and minerals produced in Cuba.

CUBARTESANIA

(Empresa Cubana de Artesania)

Calle L y 25

P.O. Box 230

Vedado

Havana, Cuba

Tel: 32-1822

Cable: CUBARTESANIA

Handicrafts, cosmetics, leather products including footwear, hides, ropes and twines, wools, textile garments, furniture.

CUBATABACO

(Empresa Cubana del Tabaco)

Aguiar No 360

P.O. Box 6557

Havana, Cuba

Tel: 62-1857

Telex: 051-1174 CUBATABACO

051-1175 CUBATABACO

Cigars, cigarettes, leaf tobacco and semiprocessed tobacco.

CUBAZUCAR
(Empresa Cubana Exportadora de Azúcar
y Sus Derivados)
Calle 23 No 55
P.O. Box 6647
Vedado
Havana, Cuba
Tel: 70-3526
Telex: 051-1147 CUBAZUCAR

Crude and refined sugar, sugar for animal feeds,
molasses, high-test molasses, syrups, anhydrous
ethyl, butyl and amyl alcohols.

D) Cuban State Committee for Economic Collaboration (CECE)

ECIMACT
(Empresa Comercial para la Industria de
Materiales, Construcción, Turismo e
Industrias Químicas)
19 de Mayo y Rancho
Boyeros
Havana, Cuba
Tel: 79-6081
Telex: 051-1404 ECIMACT

Imports: Construction materials industry equipment.
Industrial buildings and structures, residential houses and complexes, buildings for scientific educational, cultural, medical, trading and other public service institutions. Machines, equipment and installations for drilling and exploitation of wells and for geological prospecting. Cranes, battery and gasoline-powered trucks and other industrial vehicles, road and road-building equipment and machines. Complete plants and installations for chemical, oil and petrochemical industries. Complete plants and installations for the mining geological industry.

Exports: Construction materials industry equipment.
Industrial buildings and structures, residential houses and complexes, buildings for scientific educational, cultural medical, trading and other public service institutions.

ECIMETAL
(Empresa Comercial para la Industria
Metalúrgica y Metalmecánica)
19 de Mayo y Rancho
Boyeros
Havana, Cuba
Tel: 70-2094
Telex: 051-1555 ECIMETAL

Imports and Exports: Plants for shaping and milling
metals. Steel plants. Develop-
ment of mining fields.

IMEXIN
(Empresa Importadora y Exportadora
de Infraestructura)
Calle 12 No 308
e/3a y 5a Avenida
Miramar
Havana, Cuba
Tel: 22-2426
Telex: 051-1404 IMEXIN

Imports: Complete plants and individual equipment
for the textile, leather and leather by-
products, plastics and pharmaceutical
industries. Port and airport installations,
and installations for railroads, communica-
tions and transport.

Exports: Projects, supplies and complete services
for hydraulic, railroad, and highway installa-
tions Complete installations for light
industry. Complete plants and turnkey con-
struction of educational centres, as well as
centres of technological and professional
education and hospitals. Complete projects
for computer systems, price analysis and
consulting services in the selection of com-
plete industrial plants and in the selection
of the best offer.

IMEXPAL
(Empresa Importadora y Exportadora de Plantas
Alimenticias Sus Implementos y Derivados)
Calle 22 No 313
e/3a y 5a Avenida
Miramar
Havana, Cuba
Tel: 29-1671
Telex: 051-1404 IMEXPAL

Imports: Engineering services and supply of food processing plants, plants for the sugar industry and accessories. Agricultural and fish-processing plants.

Exports: Engineering services and supply of food processing plants, sugar and sugar by-products processing industries, general agricultural processing industries, fish-processing plants, wood-processing facilities.

E) Other Cuban Commercial Empresas

CUBACONTROL

(Empresa Cubana de Control)

Calle 23 y P

Vedado

P.O. Box 35

Havana, Cuba

Tel: 70-1706

Telex: 051-1210 CUBACONTROL

This agency undertakes the supervision and control of import and export shipments; it also performs all manner of inspection assignments in ports, factories or warehouses as required by the Cuban empresa concerned or at the request of foreign clients.

CUFLET

(Empresa Cubana de Fletes)

San Pedro No 1

Ciudad de La Habana

Cuba

Tel: 6-7355

Telex: 051-1167 CUFLET

051-1471 CUFLET

This agency leases foreign vessels as required for handling Cuba's commercial traffic and programmes all maritime transport operations. It acts both as commission agent and shipping agent.

CUBALSE

(Cuba al Servicio del Extranjero)

Calle 68 No 503

e/ 5ta y 5a A

Miramar

Ciudad de La Habana

Cuba

Tel: 22-5542

Telex: 051-1235 CUBALSE

Services for foreign diplomats. Operates a food and dry goods store for foreign technicians working in Cuba, as well as for the diplomatic community in Havana.

MAMBISA

(Empresa de Navegación Mambisa)

San Ignacio No 104

Havana, Cuba

Tel: 61-7901

Telex: 051-1810 MAMBISA

Mambisa operates the country's oceangoing merchant fleet, co-ordinating and providing transportation for the seaborne cargos imported and exported by the various state trading companies. It also purchases ships and naval equipment generally, other than for fishing operations, and all required spare parts.

ESICUBA

(Empresa de Seguros Internacionales de Cuba)

Obispo 257

Havana, Cuba

Tel: 61-8906

Telex: 051-1616 ESICUBA

The responsibility of this agency is to provide maritime insurance coverage, both on an f.o.b. and c.i.f. basis, for the cargos imported by the various empresas, as well as c.i.f. insurance coverage for Cuba's exports.

**EMPRESA CONSOLIDADA CUBANA DE
AVIACIÓN**

Calle 23 Esquina a Infanta

La Rampa

Vedado

P.O. Box 6215

Havana, Cuba

Tel: 7-4911

CUBANA, the state airline, provides passenger and cargo service on its international flights which connect with the world's principal airlines.

INTUR

(Instituto Nacional de Turismo)

Malecon y G

Vedado

Havana, Cuba

Tel: 32-0571

Telex: 051-1238 INTUR

INTUR is the tourist bureau and offers hotel and transportation reservations, tours and excursions on either an individual or group basis. It also operates all hotels and restaurants in Cuba and handles all international tourism. These services are provided by a branch of INTUR known as Cubatour.

ICAIC

(Distribuidora Internacional de Películas ICAIC)
Calle 23 No 1155
Vedado
Havana, Cuba
Tel: 3-4400
Telex: 051-1419 ICAIC

Printed films both full length and short films, cartoons.

COPREFIL

(Empresa Comercial Filatélica y Prensa)
O'Reilly No 624
Havana, Cuba
Tel: 61-3384
Telex: 051-1666 COPREFIL

Postage stamps for collectors, first-day covers.

EGREM

(Empresa de Grabaciones y Ediciones Musicales)
San Miguel No 410
Havana, Cuba
Tel: 61-5939
Telex: 051-2171 EGREM

Musical recordings (tapes), sheet music, phonograph records, musical instruments.

INSTITUTO CUBANO DEL LIBRO

(Empresa Cubana Importadora y Exportadora de Libros)
Calle 19 No 1002
Vedado
Havana, Cuba
Tel: 30-5531

Books, cultural and technical publications, educational publications.

F) Other Useful Addresses in Canada and Cuba

In Canada

Cuban Embassy
388 Main Street
Ottawa, Ontario
K1S 1E3
Tel: (613) 563-0141

Cuban Consulate
Suite 406
372 Bay Street
Toronto, Ontario
M5H 2W9
Tel: (416) 362-7704,
362-3622

Cuban Consulate General
1415, avenue des Pins
ouest
Montréal (Québec)
H3G 2B2
Tel: (514) 843-8897

In Cuba

Canadian Embassy
Calle 30, No 518
Esquina 7a Avenida
Miramar, Havana, Cuba
Tel: 2-6421/22/23 or
29-3392/29-3892
Telex: 51-1586
(Answerback CAN CU)

Mailing Address:
Commercial Division
P.O. Box 500 (HVA)
Ottawa, Ontario
K1N 8T7

Ministry of Foreign Trade
Infanta No 16
Vedado
Havana, Cuba
Tel: 79-3439, 70-3428 and
70-3976 Canadian
Desk
Telex: 051-1417 MINCEX

Cuban Trade Commission
1415, avenue des Pins
ouest
Montréal (Québec)
H3G 2B2
Tel: (514) 845-0191

Galax Inc.
5150, rue Ferrier
Montréal (Québec)
H4P 1L3
Tel: (514) 734-5141
Telex: 05-268894

Camara de Comercio de
la Republica de Cuba
Calle 21, No 661
Esquina a A
Vedado
Havana, Cuba
Tel: 3-3914

Comité Estatal de
Colaboración
Económica (CECE)
Calle Primera
Esquina a (L.C.A.) B
Vedado
Havana, Cuba
Tel: 3-6661
Telex: 051-1341 CECE
051-1404 CECE
051-1292 CECE

G) Export Development Corporation

Head Office

Export Development
Corporation
110 O'Connor Street
Ottawa, Ontario
Mailing Address:
P.O. Box 655
Ottawa, Ontario
K1P 5T9
Tel: (613) 237-2570
Cable: EXCREDCORP
Telex: 053-4146
Facsimile: (613) 237-2690

Vancouver

Export Development
Corporation
Suite 1030
One Bentall Centre
505 Burrard Street
Vancouver, B.C.
V7X 1M5
Tel: (604) 688-8658
Telex: 04-54223
Facsimile: (604) 688-3710

Montréal

Export Development
Corporation
Pièce 2724
800, Place Victoria
C.P. 124
Tour de la Bourse
Montréal (Québec)
H4Z 1C3
Tel: (514) 878-1881
Telex: 05-25618
Facsimile: (514) 876-2840

Toronto

Export Development
Corporation
Suite 810
National Bank Building
P.O. Box 810
150 York Street
Toronto, Ontario
M5H 3S8
Tel: (416) 364-0135
Telex: 06-22166
Facsimile: (416) 360-8443

Halifax

Export Development
Corporation
Suite 1401
Toronto-Dominion Bank
Building
1791 Barrington Street
Halifax, Nova Scotia
B3J 3L1
Tel: (902) 429-0426
Telex: 019-21502

REGIONAL OFFICES

If you have not previously marketed abroad, contact any regional officer of the Department of Industry, Trade and Commerce and Regional Economic Expansion at the addresses listed below.

Newfoundland and Labrador

P.O. Box 8950
90 O'Leary Avenue
St. John's, Newfoundland
A1B 3R9
Tel: (709) 737-5511
Telex: 016-4749

Québec

Case postale 247
800, Place Victoria,
37^e étage
Montréal (Québec)
H4Z 1E8
Tel: (514) 283-6254
Telex: 012-0280

Nova Scotia

Duke Tower, Suite 1124
5251 Duke Street
Scotia Square
Halifax, Nova Scotia
B3J 1P3
Tel: (902) 426-7540
Telex: 019-21829

220, avenue Grande-Allée
est

Pièce 820
Québec (Québec)
G1R 2J1
Tel: (418) 694-4726
Telex: 051-3312

New Brunswick

590 Brunswick Street
Fredericton, New
Brunswick
E3B 5A6
Tel: (506) 452-3190
Telex: 014-46140

Ontario

P.O. Box 98
One First Canadian Place
Suite 4840
Toronto, Ontario
M5X 1B1
Tel: (416) 365-3737
Telex: 065-24378

Prince Edward Island

P.O. Box 2289
Dominion Building
97 Queen Street
Charlottetown, Prince
Edward Island
C1A 8C1
Tel: (902) 892-1211
Telex: 014-44129

Manitoba

185 Carlton Street
4th Floor
Winnipeg, Manitoba
R3C 2V2
Tel: (204) 949-2381
Telex: 075-7624

Saskatchewan
1955 Smith Street
Room 400
Regina, Saskatchewan
S4P 2N8
Tel: (306) 359-5020
Telex: 071-2745

**Alberta and
Northwest Territories**
Cornerpoint Building,
Suite 505
10179-105th Street
Edmonton, Alberta
T5J 3S3
Tel: (403) 420-2944
Telex: 037-2762

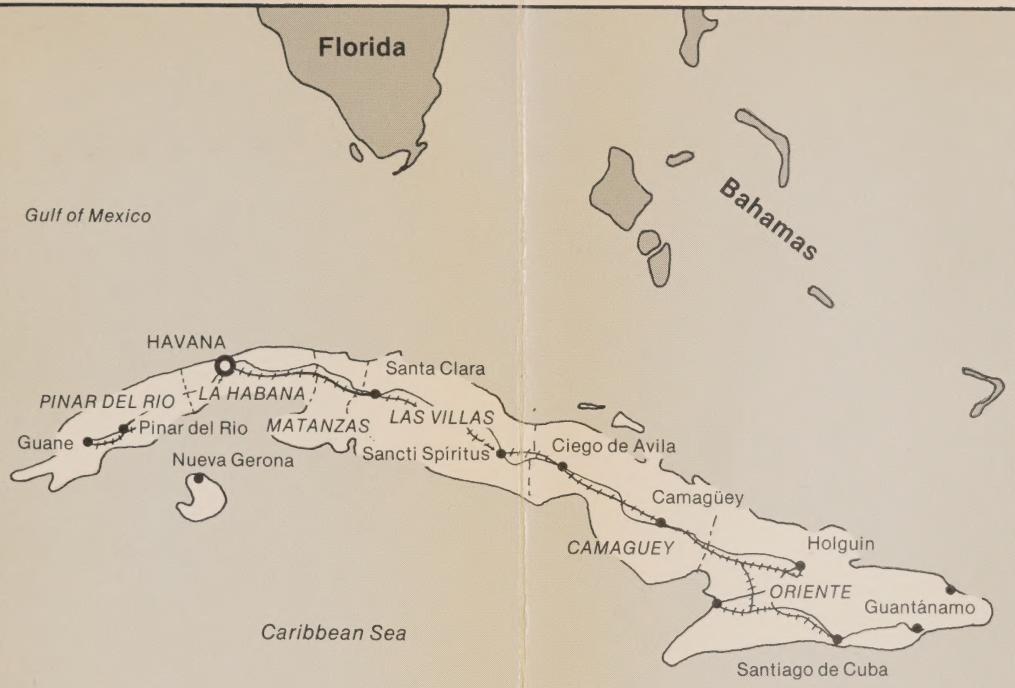
**British Columbia and
Yukon**
P.O. Box 49178
Bentall Centre, Tower III,
Suite 2743
595 Burrard Street
Vancouver, British Columbia
V7X 1K8
Tel: (604) 666-1434
Telex: 04-51191

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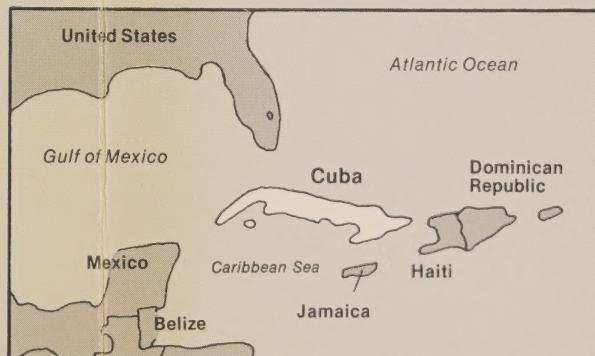


Cuba

Scale 160km

Legend

- Major Roads
- Major City
- City
- - - Provincial Boundaries
- ++++ Railway







External Affairs
Canada

Affaires étrangères
Canada

Canada